1997 Marlboro Mile Redemption Program

Program Overview

The Marlboro Mile Redemption Program (Program) is a new component of the Marlboro Van Program. The specifics are as follows:

When — Every other week from 6pm - midnight starting in June and ending in August for a total of six events per market.

Where — 29 markets overlapping the Marlboro Van and Marlboro Bar Nights markets

Atlanta	Denver	Miami	Portland
Austin	Detroit	Milwaukee	San Diego
Baltimore	Houston	Minneapolis	San Francisco
Boston	Indianapolis	Nashville	Seattle
Charlotte	Jacksonville	New Orleans	Washington DC
Chicago	Kansas City	New York	
Columbus	Los Angeles	Philadelphia	
Dallas	Memphis	Phoenix	

How — Field Marketing personnel (1 market manager and 2 sales promotion representatives) will manage each Mile Redemption event. For safety and logistics reasons, the event will take place inside the bar. However, the vans that are being used for the daytime Marlboro Van program will be used to transport the incentive and the point-of-sales items for the evening Mile Redemption program.

The Program's objectives

1. Immediate exchange of Marlboro Unlimited miles for one of four items from the current Marlboro Unlimited catalogs. This is another opportunity for Marlboro to gain added visibility in a smoker friendly environment.

2. Added value for bars that partner with Marlboro. Because the Mile Redemption Program will take place on Tuesday or Wednesday, the Program will help bar owners increase traffic during their traditionally slow night(s).

3. Generate additional names of smokers at least 21 years of age for the Philip Morris data base.

Program Logistics:

Incentive shipment — The Marlboro Brand Group will instruct NeoData to ship a predetermined quantities of baseball caps, crawlin' lizard T-shirts, Zippo lighters, and canteens to Madden. Madden, in turn, will ship an equal quantity of each item to the 56 Field Marketing warehouses. Each warehouse will receive a full quantity of each item prior to the start of the program.

Sell-In — Field Marketing (FMI) market managers will work with Entertainment Marketing (EMI) market managers in selling-in the Program. The process

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begins with EMI identifying 3 bars in each market. These three bars must meet the following criteria:

- Demographics: smokers, 21-35 years of age
- Location: centrally-located
- Type: Event clubs
- Size: Large

Once the clubs have been identified, EMI market manager will introduce FMI market manager to the bar manager. FMI market manager will then sell the program to and arrange the date and time of the promotion with the bar manager.

Advertisement

A flyer which will spell out the when, where and what of the Program will be distributed by Field Marketing to all qualified consumers who visit the vans during the daytime. Because each van can potentially reach 65 consumers per day, each Mile Redemption event can potentially attract 6,500 Marlboro smokers (65 consumers/day x 5 days/week x 2 weeks x 10 vans/market = 6,500 consumers) at least 21 years of age to the bar the night of the promotion.

Mile Redemption Procedures

The guidelines

- A consumer must be a smoker at least 21 years of age to participate.
- A maximum of 500 miles (or 1 item) per night per qualified person.
- No exchange or refund.
- Must be present to redeem.

The process:

- FMI check to make sure the consumer smokes and is at least 21 years of age. Anyone who appears to be under 27 years of age must be ID'd.
- Consumer fills out a name generation card. A complete name generation card must contain at least the name, the address, the data of birth, and the signature.
- FMI personnel accepts and counts the miles, making sure that they are Marlboro Unlimited miles. Consumers cannot redeem any other Marlboro miles.
- FMI personnel hands the consumer the item and notes on the survey card what item the consumer selects.
- FMI personnel places the survey card and the miles from a consumer into a bag.

At the end of the night

- FMI market manager reconciles incentive items, notes and reports any discrepancy immediately to FMI Headquarters.
- FMI market manager reports the event using the Interactive Voice Response (IVR) system.

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Next day:

- FMI market manager sends all the miles and the completed name generation cards along with a summary sheet to NeoData:

  NeoData
  10230 South 50th Avenue
  Phoenix, AZ 85044
  Attn: Al Bingenheimer

- A copy of the summary sheet should be faxed to NeoData and FMI Headquarters. FMI market manager retains a copy.

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